TryHard Dazzles 50,000 Spectators With 4,050-Drone Light Show at Saga International Balloon Fiesta

November 11, 2026

OSAKA, Japan, Nov. 11, 2026 (GLOBE NEWSWIRE) -- TryHard Holdings Limited ("TryHard" or the "Company") (Nasdaq: THH), a lifestyle entertainment platform in Japan, today announced that its wholly owned subsidiary, TryHard Japan Co., Ltd. ("TryHard Japan"), successfully operated a drone light show reportedly the largest in Japan, featuring 4,050 drones at the 2026 Saga International Balloon Fiesta on November 3, 2026, along the banks of the Kase River in Saga City, Japan.

According to the event organizer, the performance attracted approximately 50,000 spectators, and featured synchronized drone formations accompanied by a live violin performance. The drone show was operated by TryHard Japan, with planning and production undertaken by SBI MUSIC CIRCUS Co., Ltd.

Bringing Drone Entertainment to Asia's Largest Hot Air Balloon Competition

The Saga International Balloon Fiesta, which began in 1980, is Asia's largest hot air balloon competition. The five-day festival, running from October 30 to November 3, drew approximately 852,000 visitors in total, including 240,000 on November 3 alone, when the drone show took place, demonstrating the scale of the event and its significance as a major regional attraction.

The 4,050-drone performance transformed the evening sky into a canvas of light, depicting Saga's history, streetscapes and familiar local scenery. Accompanied by live violin music, the show created a distinctive transition from the festival's daytime hot air balloon activities to a technology-driven nighttime entertainment experience.

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A synchronized drone formation illuminates the night sky during the 2026 Saga International Balloon Fiesta, where TryHard Japan operated a 4,050-drone performance.



Caption: A synchronized drone formation illuminates the night sky during the 2026 Saga International Balloon Fiesta, where TryHard Japan operated a 4,050-drone performance.

Building on a Growing Track Record in Drone Entertainment

TryHard Japan has incorporated drone performances into its entertainment productions since 2022, beginning with a 500-drone show at the Osaka Senshu Summer Festival. It has since expanded its experience in combining drone technology with fireworks, music and other live entertainment elements.

In August 2026, the Company participated in the 10th anniversary SBI Fireworks Festival in Osaka-Sennan, which featured a record-setting 4,000-drone performance. The Saga show further demonstrated TryHard Japan's capabilities in operating large-scale drone entertainment across different event settings.

Expanding Drone Entertainment Opportunities

Building on its event production and operational experience, TryHard Japan is developing drone entertainment as a standalone business, exploring opportunities across regional tourism, corporate promotions and personalized celebrations.

Under the concept of **"Connecting Hearts with Light,"** the Company aims to combine drone technology with creative entertainment to engage audiences and support regional revitalization while participating in Japan's emerging low-altitude economy.

Rakuyo Otsuki, Chief Executive Officer of TryHard Holdings, commented: "The successful 4,050-drone performance at the Saga International Balloon Fiesta demonstrates how technology can bring new dimensions to established cultural events. Building on our experience in large-scale entertainment production, we see exciting opportunities to develop drone-based experiences that connect audiences with local communities and support regional revitalization across Japan."

About TryHard Holdings Limited

TryHard Holdings Limited (Nasdaq: THH) is a lifestyle entertainment platform in Japan with investments across nightlife, music, culture, and live events.

Through its wholly owned subsidiary, TryHard Japan Co., Ltd., the Company plans, produces and operates large-scale music festivals, live entertainment events and cultural programs across Japan. The Company continues to expand its entertainment platform through differentiated content, strategic collaborations and technology-driven audience experiences.

For more information, please visit the Company's website: https://www.tryhardthh.com/.

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Investors are advised to refer to the Company's filings made with the U.S. Securities and Exchange Commission when making investment decisions, which are available for review at www.sec.gov.

This release does not constitute an offer to sell or solicit an offer to buy any securities, nor does it represent a public offering under Financial Instruments and Exchange Act of Japan.

A photo accompanying this announcement is available at https://www.globenewswire.com/NewsRoom/AttachmentNg/81674c72-e45d-405b-ad3b-7834252c0a11